

EPA Official Record

Mail ID: 5320ccb867934ea79538a3169a7a31e5
From: Jetter, James
To: Bloomer, Bryan; Hagler, Gayle
Copy To: Moss, Jacob; Mitchell, John
Delivered Date: 05/07/2014 01:36 PM EDT
Subject: RE: 111d anecdote search (support request)

Bryan,

Thank you!

Jim

From: Bloomer, Bryan
Sent: Wednesday, May 07, 2014 1:03 PM
To: Hagler, Gayle; Jetter, James
Cc: Moss, Jacob; Mitchell, John
Subject: RE: 111d anecdote search (support request)

Thanks everyone this has been a great set of material to compile. I sent the following up at 1pm, my deadline time☺

Cheers,
Bryan

From: Hagler, Gayle
Sent: Wednesday, May 07, 2014 12:01 PM
To: Jetter, James; Bloomer, Bryan
Cc: Moss, Jacob; Mitchell, John
Subject: RE: 111d anecdote search (support request)

I just caught a typo...I meant to say “reach pots” ...not “reach stoves” in the 2nd sentence.

This is a really interesting group – Caitlin and her colleague, Scott (I think he is COO?) both have unique personal stories of what got them into this line of business. I can provide you their emails if you want more from them... although I think they are Hong Kong time most of the time, so it may not work for your timing. My memory is a little fuzzy and I would probably mix up their two stories! Both had previously spent a significant amount of time with rural communities in Asia and developed a deep understanding of the community needs.

Thanks,
Gayle

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Gayle Hagler
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From: Jetter, James
Sent: Wednesday, May 07, 2014 11:54 AM
To: Hagler, Gayle; Bloomer, Bryan
Cc: Moss, Jacob; Mitchell, John
Subject: RE: 111d anecdote search (support request)

Gayle – Thank you!

Bryan – Thanks for compiling our input. Below is additional info from Gayle on the Catlin Powers, One Earth Design story...

Jim

From: Hagler, Gayle
Sent: Wednesday, May 07, 2014 11:18 AM
To: Jetter, James
Subject: RE: 111d anecdote search (support request)

Hi Jim,

Here's some off-the-cuff thoughts...I'm not sure if this is anecdote material, however.

The One Earth design is impactful in both being a significant technical achievement, in creating a very high efficiency solar cookstove, as well as considering design features that make the stove welcome in communities. The development team reached out to the target communities to understand what design features should be priorities, which is reflected in the design having very durable materials, ease of access to reach stoves, and is attractive. They also have an innovative business model in being a dual nonprofit and for-profit, where the design is provided at cost for developing areas but also purchased as a commercial product in other markets.

Thanks,
Gayle

From: Jetter, James
Sent: Wednesday, May 07, 2014 11:03 AM
To: Hagler, Gayle
Subject: FW: 111d anecdote search (support request)
Importance: High

Hi Gayle,

I remember you met with Catlin Powers – do you have anything to add that the Administrator's speechwriter might be able to use in an anecdote?

Thank you.

Jim

From: Bloomer, Bryan
Sent: Wednesday, May 07, 2014 9:10 AM
To: Jetter, James; Mitchell, John
Subject: FW: 111d anecdote search (support request)
Importance: High

I want to give you two a shot at adding some interesting “anecdotes” to the discussion below for the Administrator’s speech to be given the 27th at the GACC. If you have a few send to me so I can provide before 1pm today (sorry but this was the deadline I was given today at 9 am)
I will be thinking some up as well, in between meetings and other assignments...
Thanks!
Bryan

From: Widener, Kelly
Sent: Wednesday, May 07, 2014 9:05 AM
To: Bloomer, Bryan; Hunt, Sherri; Richards, April
Cc: Winner, Darrell
Subject: FW: 111d anecdote search (support request)
Importance: High

Bryan/Sherri/April,
Can you please send me any ideas (see email trail below) for the Administrator’s speech writer. My discussion with Liz is this afternoon so if you can send any input by 1pm, I would really appreciate it.

Thanks,
Kelly

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From: Blackburn, Elizabeth
Sent: Tuesday, May 06, 2014 7:37 PM
To: Widener, Kelly
Subject: FW: 111d anecdote search

Hi Kelly,

Can we please add this to our list of things to discuss tomorrow. The Administrator’s speech writer is looking for stories about things we’ve done to address climate. You’ll note that I gave the example of Catlin Powers SolSource cooker. The write up at the Global alliance is pretty good though it doesn’t mention EPA. I want to talk about how we get a write up that maybe we can post online and certainly give to the speechwriter.

He’s also asking if we have stories we can share about small business and climate. Do you know of any?

We can talk.

Thanks!

Liz

From: Blackburn, Elizabeth
Sent: Tuesday, May 06, 2014 7:32 PM
To: Samy, Kevin
Subject: RE: 111d anecdote search

I'll check on the small business example tomorrow.

Let me wet your appetite about the Solsource cooker from One Earth Designs.

Catlin Powers is the co-founder and COO for One Earth Designs and winner of the 2010 P3 award. She's gone on to create this very sustainable and carbon cutting business that is helping developing countries as well as supplying solar cookers for backyards in the US.

<http://www.oneearthdesigns.com/>

This article doesn't mention the 2010 P3 award but it is a good description of the work.

<http://www.cleancookstoves.org/blog/partner-spotlight-one-earth-designs.html>

Catlin gave the keynote at this year's P3 awards ceremony and was inspirational and very positive about EPA's contribution toward her success.

I think this information can be a start for you. I can see if I can get a more succinct write up that includes information about EPA.

Back soonish.

Liz

From: Samy, Kevin
Sent: Tuesday, May 06, 2014 6:58 PM
To: Blackburn, Elizabeth
Subject: RE: 111d anecdote search

Omgosh – you are so great. Not only is this example awesome, but you replied in record time.

First – thanks for flagging the blogpost – great to see we're getting such good mileage outta that speech!

Second – that is a GREAT example. Keep those coming!! So, the project was all students to boot? That makes this even more awesome. Any small business examples, by any chance? Or – is that project leading to businesses "making money" or driving business with it? (I'm going for an "American competitiveness" angle if it presents itself...can explain to you on the phone later).

From: Blackburn, Elizabeth
Sent: Tuesday, May 06, 2014 6:48 PM
To: Samy, Kevin
Subject: RE: 111d anecdote search

Hi Kevin

I was just thinking of you. Just read the UCS Op-Ed that referenced the Administrator's science speech. <http://www.livescience.com/45362-attacks-on-epa-bogus.html>.

Anyway, would a cookstove innovation work for the last bit? There is a terrific story about an EPA funded student project (P3) that is now being marketed in 18 countries around the world. One of the coolest aspects is when the scientist went to an investor, the most compelling aspect of her pitch was the fact that she had received EPA support previously.

I can also look for something cutting edge that EPA is developing.

Am I on the right track?

Liz

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From: Samy, Kevin
Sent: Tuesday, May 06, 2014 6:40 PM
To: Blackburn, Elizabeth
Subject: FW: 111d anecdote search

Hey Liz!

We can talk more about this tomorrow, but I wanted to send this over before I forget. See highlighted below, for where you might be able to be helpful...

Not looking for anything tomorrow or anything, but in the next week or so. Talk more about it later, esp if this doesn't make sense!

Kevin

From: Samy, Kevin
Sent: Tuesday, May 06, 2014 6:37 PM
To: Bond, Brian
Cc: Ragland, Micah; Aguirre, Amanda; Enobakhare, Rosemary
Subject: 111d anecdote search

Brian – here are the bullets of great sample anecdotes to have in my back pocket.

(Micah/Amanda/RoseMARY: basically, BB and I spoke about how, whenever we do deliver this speech, we have some good anecdotes to leverage to ground our points)...see the NWF speech from last week, or the new source speech for good examples.

- **Public Health** – A story of someone suffering from a lung or heart ailment made worse by smog; or a city or area (underserved community?) dealing with rising asthma rates – that will get worse with climate change

- **Agriculture** – Story of a farmer/farms that are suffering from increased heat/drought/dryness. Not as much our bailiwick, but would be a good way to further our “cost of inaction” narrative – and speak to the ag community which she is interested in doing on this.
- **Big business** – a “ceres” type group that is doing some great stuff/quoted saying the need for urgent climate action (maybe one of them already has done that via that declaration?)
- **Small business** – a story of a business that is on the cutting edge of climate action/showing that innovation and modernizing operations isn’t just good for the climate – it’s good business sense. It’s the sensible thing to do. (this one may be hard, but would be great)
- **Cutting edge** – this might be an area that the groups can’t help us with...but it’d be cool to have a story in my back pocket on what American science/U.S. universities and students are doing to push the envelope on cutting edge technologies that will help us in a carbon constrained world.

For the Biz examples (and just general) – we should think through out to make the ‘competitiveness’ argument strong.

LMK if yall have any questions!

Kevin Samy

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